Oct. 13

Scientific critique of beagle study -
Visit with Auerbach re remaining days ?
Meantime we continue to

Arnold & Porter (Krash) has filed
pet. re FCC to permit filing TI
cclcns on "fairness doct." after Jan. 1
Q. is rebuttal on tobacco spots present
"controversial" now
AK ok's prep. of spots for possible use
as rebuttal mat'l.
Bilalock - B&W has 30 sec. spot
in Test - (audiences showings)

Japan - major new epidemiology on
pop. of 200,000 - Kasturbaum - Tramel.
Hirayama -

New book on tob chem - TSO

Media briefing - ANPA invit. to PM on 10/26
Invit. ea FTC agents. -
H Konegay & Bob Foster
Files (PM to review)

B&W presentation
Time, L., Fortune, Look, Newsweek,
Wall St. Rec.
Harv. - N'book not of spec. int.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvb0003

Send W.R. the treatment. -

Till Blakely about Australian fiber

Recitals: History of FTC proceedings to date
Disclaimer of health significance -
Intention to provide to consumers
through least effective means

Agreement: To pub. FTC type fips in
major consumer media -
Newspapers & mags. Plus pkgs.
Revise the fips. as quickly as practicable
after pub. of new fips

Beagle ad -

① No publications + no data
② Conflict of int. in publications in Archives
③ Bad faith in public. of different
version.

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Source: https://www.industrydocuments.ucsf.edu/docs/spvb0003